

"WHAT'S WRONG WITH THE MOVIES?"

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WHERE IS YOUR DAUGHTER TONIGHT?

FEATURING



1

Outside any moving picture theater, showing a line of movie fans waiting for the second show. "Where Is Your Daughter Tonight?" a tale of the underworld—is the feature.



2

C. Hurlbutt Growl, assistant editor on the "Tri-monthly Review," is all of a-quiver over the condition of the movies. "What's Wrong With the Motion Picture Industry?" is to be his contribution to the April "Tri-monthly," and maybe it isn't going to be full of withering phrases like "Degradation through sex appeal," "Low tone of morality" and "Sterility of Purpose!" Everything's wrong with the movies, according to C. Hurlbutt. Perhaps C. H.'s latest returned scenario has something to do with it.

3

Mrs. St. John Ampico, clubwoman, and stationary adviser on committees of the Woman's Self-Betterment League, is also dead sure that something is vitally wrong with the movies. Something very vital! And in her little address before the Thursday Club Mrs. Ampico gave it as her opinion that financial ruin for the motion picture industry is inevitable unless producers can be made to realize that the American public frowns upon questionable sex films. "More educational features, daily incidents in the life of the mudlark, or the house fly, for instance—that's the kind of subject our girls and boys really want to see."

4

The Right Reverend Whitely Black opines that something has got to be done, and done immediately, or the whole country will be flooded, (nay inundated!) with crime wave upon crime wave. And all because of the low moral tone of the motion picture of today. "Let us have pictures based on Bible themes," says the Right Reverend. "Take the story of Ruth and Naomi—there's material for some right minded producer!"



5

Mrs. Erda Mudie Mobrey, popular novelist, is of the opinion that the public will stay away from the movies unless the film magnates employ better scenario writers. You should have seen what they did to Mrs. Mobrey's magazine short story "Uphill, Downdale to Grandma Higgins," when it appeared on the screen. "Scarlet Lips," it was called, and Mrs. Mobrey, who was present at the Monday matinee, had to be carried out kicking and screaming.



6

List to the wail of Miss Eleanor Lime Light from the speaking stage. Traveled all the way from New York to Los Angeles and back again, with nothing but a riled disposition to show for it. She didn't film as well as they hoped she would. "No place in the movies for people who can act—they want ten-year-old waitresses and nurse girls instead! That's what's the matter with the movies!"



7

And now meet Miss Tolita Cutely of Hollywood's most exclusive set and super-feature star of the Sex Playful Studios, Inc. Miss Cutely and her lady press agent are very, very busy these days explaining to a breathless world what isn't the matter with the movies, and Hollywood in particular. "Tolita," explains the lady P. A., "is too busy being just a dear, sweet, trusting little girl to even think of all the frightful stories you read in the papers about the motion picture people. Next to her dear public, her mamma, and work, of course, she loves her dollies best. Look at this photo of Tolita tiptoeing away, after putting her Teddy bear and her Jackie Coogan doll to bed, and I know you will agree with me that here is a womanly little girl, full of sunshine and light, who has never lost her sense of values."



8

And here is a closeup of Miss Cutely in her Hollywood palace, en route to bed at 8:30 p. m., with her favorite dollies. Doesn't this change your ideas of movie people?



9

This is Adolph P. Crackwell, the film magnate, who made Sex Playful Films a household word. "The public," says he, via Mike Blood, his press agent, "does not want unhealthy sex plays. What the public wants and what we are striving to offer, are stories of clean universal appeal with a homely touch of human sweetness and simplicity. In fact, our next release will be a film version of Whittier's "Barefoot Boy."



10

Outside any motion picture theater, a few weeks or months hence, showing the customary line of fans waiting for the second show. "Paths of Shame," a screen version of Whittier's "Barefoot Boy," is the current attraction. Miss Tolita Cutely, the featured player, plays the part of the vamp who lures the Barefoot Boy to the city. "The part was especially introduced by Mr. Whittier himself to suit Miss Cutely's rare personality," writes her P. A. Incidentally, the line of waiting fans extends around the corner, which may or may not tend to show that what's wrong with the movies is the public.